

## Terms of Reference (ToR)

### Senior Programme Manager (Communication and Knowledge Management)

for the “Pathways to Prosperity for Extremely Poor People-European Union (PPEPP-EU)” project of PKSF

#### 1.0 Basic Information

<b>Title</b>	<b>Senior Programme Manager (Communication and Knowledge Management)</b>
<b>Location</b>	Dhaka, Bangladesh with extensive field visits (at least 50% time) to project areas (outside Dhaka)
<b>Reports to</b>	Project Director/Deputy Project Director or as assigned by PKSF authorities.
<b>Duration</b>	Initially for one year, with an opportunity for performance-based annual renewal during the project period (2 plus years, up to September 2025).
<b>Salary</b>	BDT 165,000/- (consolidated) per month and other admissible benefits (inclusive of all applicable Taxes as per laws of Bangladesh)
<b>Age</b>	Maximum 45 years
<b>Experience</b>	At least 8 years of recent experience in development communication including at least 5 years of working experience in a leading national English daily or in the field of publication in national/international organizations.

#### 2.0 Background and Description of the Project

The UN-sponsored Sustainable Development Goal-1 (SDG-1) is aimed at ending extreme poverty for all people everywhere by 2030. The SDGs also aim to end hunger, achieve food security and improved nutrition, and promote sustainable agriculture (SDG 2). Bangladesh, a signatory of this UN declaration, is playing its parts in achieving these global goals. Bangladesh has made remarkable progress in human development indicators. Poverty rate has also demonstrated an impressive steady improvement, falling by about 2.97 percentage points per year since 1992. Despite these achievements, the HIES 2022 estimate suggests that about 11 million people live in extreme poverty in Bangladesh and around three quarters of them are in rural areas. The outbreak of Covid-19 pushed back the extreme poverty reduction trends

globally and Bangladesh was no exception to that.

Palli Karma-Sahayak Foundation (PKSF) is an apex development agency established by the Government of Bangladesh for poverty alleviation through employment generation and for holistic development of people. It has been working with extremely poor people since early 2002. With the financial assistance of the European Union (EU), PKSF launched the 'Pathways to Prosperity for Extremely Poor People - European Union (PPEPP-EU)' project, which will help extremely poor people connect with mainstream economic growth and jobs. The PPEPP-EU is an extensive and integrated project that seeks to alleviate the multidimensional poverty of 215,000 extremely poor households in three climatically vulnerable regions of Bangladesh, including some ethnic minority communities where the prevalence of extreme poverty is higher. The focus of the PPEPP-EU is to shift away from 'graduation' to 'pathways out of poverty' approach by applying more tailored livelihood support packages including grants and soft loans with a longer intervention time frame. It seeks to achieve results and higher-level changes through three interconnected and multifaceted components: resilient livelihoods, nutrition and primary health care, and inclusive finance as well as three special focus areas like disability inclusion, disaster and climate resilience, and women's empowerment leading to gender equality.

## 2.1 Overall Objective

The **overall objective** of the project (i.e. Impact) is to contribute to poverty reduction and resilient livelihoods in the target regions of Bangladesh.

## 2.2 Specific Objectives

The **Specific objectives** (i.e. Outcomes) of the project are to-

- i. **Outcome 1:** Sustained livelihoods and income generation amongst target households (SDG 1, SDG 2 and SDG 13).
- ii. **Outcome 2:** Improved nutritional wellbeing of the households, especially women and children, in target areas (SDG 2 and SDG 5).
- iii. **Outcome 3:** Improved access to social and nutrition-sensitive agriculture extension services amongst the target communities (SDG 2).

## 2.3 Key Results of the Project

1. 215,000 extremely poor HHs (about 860,000 people) are enabled to exit from extreme poverty and food security ensured for 129,000 extremely poor HHs (516,000 EP people);
2. 307,000 pregnant and lactating women, adolescent girls, children U-5 have better nutrition and reached with a package of nutrition-related interventions;
3. 107,000 women experience a significant change in their awareness, social status and ability to make decisions about their lives;
4. 307,000 extremely poor people have increased resilience to climate change and other shocks; and

5. 107,000 vulnerable extremely poor HHs (especially HHs with PWDs, elderly, ethnic minority and dalit, transgender, female-managed HHs, HHs depending on child labour, HHs living in char and haor areas etc.) have awareness about public and private services.

## 2.4 Project Duration and Target Population

The duration of the project is three years (October 2022 to September 2025) and supporting 215,000 extreme poor (EP) households (HHs) (about 860,000 extremely poor people), including disadvantaged groups such as persons with disabilities, ethnic minorities, elderly people etc.

## 2.5 Project Areas

The PPEPP-EU project has been implemented by the PKSf through 19 downstream partner organisations (POs), working in four geographical locations: Southwest, Northwest, Northeast (Haor) regions and selected ethnic minority regions of Bangladesh.

## 2.6 Project Operational Setup

PKSF has established a Project Implementation Unit (PIU) to implement the PPEPP-EU project at PKSf. The PIU has the overall responsibility for the implementation of the activities under the PPEPP-EU. The field-level activities of the PPEPP-EU are implemented through 19 downstream partner organisations (POs) of PKSf. A Project Director (PD) leads the PIU at PKSf.

PKSF is seeking qualified candidates in the position of “**Senior Programme Manager (Communication and Knowledge Management)**” for the project. The incumbent will be based in the Project Implementation Unit (PIU) within PKSf. Interested candidates with relevant experiences may apply to PKSf as advertised in the Job Portal, PKSf’s website and notice board.

## 3.0 Key Areas of Duties, Accountability and Responsibilities

The major duties and responsibilities of Senior Programme Manager (Communication and Knowledge Management) are to:

- i. Prepare Communication and Knowledge Management Strategy, and a Plan in light of that, for overall communication, public relations, publication, publicity, advocacy materials.
- ii. Plan and develop necessary materials for publication, e.g. annual reports, booklets, brochures, write-ups, periodicals, journals, leaflets, posters, web documents etc.
- iii. Coordinate with different components-implementing personnel to prepare reports, documents, news items and other communication materials.

- iv. Prepare quarterly/half yearly and annual narrative reports for PKSF and the development partners.
- v. Ensure documentation and dissemination of best practices and case studies of the project, with comparative pictures from similar projects/programmes if required, with a particular focus on specified outcomes of the project.
- vi. Plan and prepare information and media packs for the mass media and official website.
- vii. Establish and prepare a knowledge bank containing available information on extreme poverty interventions in Bangladesh and/or other countries with similar contexts.
- viii. Translate official documents from Bengali to English and vice versa.
- ix. Provide necessary support to the downstream partner organisations to plan, execute and disseminate communication and knowledge materials.
- x. Maintain close ties with mass media professionals for massive publicity of project information and success stories.
- xi. Ensure quality printing of publications through monitoring the design and printing works.
- xii. Plan and produce audio-visual materials, e.g. case studies, documentaries, text and image-based animation clips etc.
- xiii. Prepare, design and disseminate monthly eNewsletter.
- xiv. Develop news/stories, infographics and video contents for project's website, eNewsletter, You'l'ube channel, Facebook page and other digital platforms.
- xv. Track website, YouTube channel and social media analytics and making strategies for better public engagement.
- xvi. Update website and digital media platforms on a regular basis.
- xvii. Work on national and international exposure of the project by writing in quality journals, blogs, news and opinion sites etc.
- xviii. Perform any other task assign by the authorities.

#### 4.0 Eligibility Criteria

- i. The candidate must have Master's degree in English/ Journalism/Media Studies/ Development Studies/Business Administration/International Relations from a university recognised by the University Grants Commission of Bangladesh. The candidates must have at least two first classes/divisions or equivalent CGPA. No third Division/Class will be accepted.
- ii. S/he must have at least 8 years of recent experience in development communication including at least 5 years of working experience in a leading national English daily or in the field of publication in national/international organizations. (Please provide information in the Experience field of online application form).

- iii. S/he should have at least two self-authored articles/reports published in reputed media/journals. In case of joint work, the number of articles/reports should be at least three. (Please provide information in the Publications field of online application form).
- iv. S/he should have demonstrated skills in developing, editing quality documents both in English and Bengali (Please provide information in the Experience field of online application form).
- v. S/he should have sound understanding of MS Office, graphics and video editing tools (Adobe Photoshop, Adobe Illustrator, Adobe Premier Pro etc), web-based CMS (WordPress), basic HTML, social media and digital content management (Please provide information in the Experience/Training field of online application form).
- vi. S/he should have well-developed understanding on socio-economic, environmental, disaster and climate resilience, women's empowerment leading to gender equality, disability, development and the political context of Bangladesh (Please provide information in the Training/Experience field of online application form).
- vii. S/he should be goal-driven and a team player, and have a sound understanding of the Sustainable Development Goals and the development projects and programmes in Bangladesh.
- viii. A positive attitude towards work and colleagues, and willingness to give extra efforts is a must.
- ix. S/he must be willing to travel to the hard-to-reach areas of the country on short notice.
- x. Excellent command over both Bangla and English languages
- xi. Excellent public communication skills
- xii. Ability to lead the Communication and Knowledge Management team if and when necessary.

However, exceptions can be made for candidates with outstanding, evidence-based professional track records.

### **5.0 Duration of Employment:**

Initially for one year, with an opportunity for performance-based annual renewal during the project period

### **6.0 Duty Station:**

Dhaka, Bangladesh with extensive field visits (at least 50% time) to project areas (outside Dhaka)

### **7.0 How to Apply**

Apply online via PKSF's website at <http://www.pksf.org.bd>

1. The first part of the document discusses the importance of maintaining accurate records of all transactions and activities. It emphasizes that proper record-keeping is essential for transparency and accountability, particularly in financial reporting and compliance with regulatory requirements.

2. The second part of the document outlines the various methods and tools used to collect, store, and analyze data. It highlights the need for robust data management systems that can handle large volumes of information and provide easy access to key insights.

3. The third part of the document focuses on the role of technology in modern data analysis. It explores how advanced analytics, machine learning, and artificial intelligence are being used to uncover hidden patterns and trends in data, enabling organizations to make more informed decisions.

4. The fourth part of the document addresses the challenges associated with data security and privacy. It discusses the importance of implementing strong security measures to protect sensitive information from unauthorized access and ensure compliance with data protection regulations.

5. The fifth part of the document concludes by summarizing the key findings and recommendations. It stresses the need for a holistic approach to data management, one that integrates technology, security, and compliance to maximize the value of an organization's data assets.